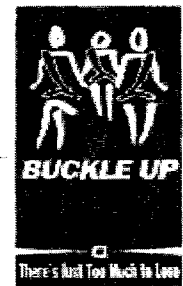




Buckle Up America

Docket S049

Ex. 2-7



☛ The Year of the Booster Seat Planner

The primary goal of CPS Week is getting more kids into booster seats and child safety seats. And achieving that means informing parents and caregivers.

☛ November 2003 Click It or Ticket Planner (Also available in Spanish) (posted 11/17/2003)

Tools and resources to support your Click It or Ticket activities.

☛ Seat Belt PSA - Audio files

Play our audio file with RealPlayer. Once you have RealPlayer, on your system you can listen to the audio clips by clicking on the link. Download RealPlayer (The basic player, is free and plays all Real content)

☛ Communications Strategy (posted 10-23-03)

☛ Seat Belts and African Americans · 2003 Report (posted 8-27-03)

☛ Seat Belts and Latino - 2003 Report (posted 7-07-03)

Motor vehicle crashes are the leading cause of death for Hispanics from 1-34 years of age, and are the third leading cause of death for Hispanics of all ages, surpassed only by heart disease and cancer. This fact sheet provides important information and statistics on injuries, fatalities, and economic costs due to low safety belt use among Hispanics.

☛ Safety Belts and Teens, 2003 Report (posted 04-25-03)

Teens 16-20 have the highest fatality rate in motor vehicle crashes than any other age group. One key reason for high traffic fatalities among teens is that teens have lower safety belt use rates than adults. This fact sheet provides important information and statistics on injuries, fatalities and economic costs due to lower safety belt use rates among teens compared to the general population. One important objective of this fact sheet is to stimulate dialogue among policy makers representing this group.

☛ **Seat Belts and Pregnancy Brochure page 1 and page 2** also available in .pdf version (posted 12/16/02)

This brochure answers many commonly-asked questions about safety belt use during pregnancy. It explains that it is necessary for pregnant women to wear a safety belt as well as addresses techniques for proper use. The brochure was developed with assistance from the American College of Obstetricians and Gynecologists and National Health Mothers, Healthy Babies Coalition.

☛ Link to Buckle Up America Site (posted 04/29/02)

Buckle Up America Organization is operated for NHTSA by the Academy for Education Development. This site contains tools to support the Buckle Up America campaign including program planners, Click newsletter, talking points creator and research.

- Latest National Occupant Protection Use Survey (NOPUS)
- Proper Use of Child Safety Restraint Systems in School Buses

This brochure provides information on how to properly secure children into child safety restraint systems (CSRS) and secure CSRSs into school buses. It provides the basic rules of proper CSRS usage and illustrates the most common mistakes made when installing CSRSs in school buses.
- Implementing a Standard Enforcement Seat Belt Law in Your State: A How-to Guide
(posted 10/11/01)

The benefits of statewide standard (primary) seat belt laws have been well documented. The enactment of such a law has been shown in a variety of states to results in a 10-15% increase in seat belt use in the first year after enactment. Combined with aggressive enforcement and widespread publicity and public education efforts, seat belt use can be increased even further. This publication will be of great interest to traffic safety leaders and legislators as they consider advocating for and introducing standard seat belt legislation in their States.
- Print Quality Graphics

High resolution graphics for printing Ad Slicks.
- Set Up A Simple Highway Safety Program And Save Lives And Money
- What Do Traffic Crashes Cost?
PDF version



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